4/11/2011

In Attendance: Shannon, Nat, Dan, Susan, Elysa, Sarah, Matthew, Quentin, Erin and Dana

**The CWM emails should now go directly to Erin and Susan.** Erin will then direct the emails to the appropriate person based on the topic of the email. The purpose of the CWM emails going to only a select number of people is to avoid confusion and multiple people answering the same email.

**Elysa suggested that all CWM emails be saved in an email folder and catalogued by topic.** Saving these emails will be useful when writing grants to show interest in the Morgan. There is also a possibility of creating an FAQ page from the emails.

Nat mentioned that the *Wooden Boat Magazine* has an online forum called, “A Volunteer’s Perspective” that describes the CWM restoration. The forum has received more than 30,000 hits showing people’s interest in the project. We are interested in learning how people are finding these websites and ultimately getting to the Mystic Seaport’s CWM homepage. Learning the number of people that visit our website may help us to be able to quantify the interest in the CWM. **Erin will look over the CWM homepage and links provided to learn how the word is being spread about the CWM.**

Nat spoke about 3 topics: the NEH challenge grant, the Crescent Partners pitch to the trustees in NYC, and the Local Community Group.

1. NEH challenge grant will stretch over 2 areas of the CWM project. The money raised will go toward the restoration and to setup an endowment. The endowment will not endow a position, instead it will preserve interpretive and humanities based programs-allowing for innovation and advances in these types of programs over the years. The wording of the endowment piece is complex and is still being worked on. **The due date for the grant is May 4, 2011 and the MS will hear if we got it in January 2012.** We are going for the maximum amount of $750,000 and it will be either a 2:1 or 3:1 match. NEH would provide $250,000 and the MS would need to provide $500,000.The match can go back to December 2010 and we are allowed to match as we go- as long as we don’t frontload the NEH budget. Fortunately the MS is already doing fundraising that can be applied and the grant is in-line with our current thinking about the CWM so the MS can repurpose similar grant language. The MS can announce that they are applying for a grant like this in order to set the urgency for funding- getting people excited to donate toward the match money.
2. The Crescent Partners presented CWM materials to several of the trustees in NYC last week. The Partners pitched the presentation as if the trustees were representatives from Bank of America. The Partners were able to make a connection between Bank of America’s whaling history and the CWM. After the pitch the trustees stated that the materials worked well and they understood the Partners intentions, but the actual presentation was lacking in passion. The trustees also thought there should be less background and more information about sponsorship.

**Several suggestions were made to improve the pitch. Nat suggested that he, Steve or Matt should absolutely be at the Bank of America pitch to evoke excitement.** Because the CWM project is such an uncommon undertaking the Partners are unsure how to explain the significance and impact which is something that Steve, Nat or Matt would be very capable of doing. **Nat also suggested that media and news coverage of the CWM would help to express the importance of the CWM to Bank of America.** **Matt suggested that the pitch needed to be more focused on, “What is in it for Bank of America?” If the MS could provide more numbers so that the Partners were able to quantify its impact, the pitch might be more successful.** The NOAA hit number is one way to quantify. **Shannon will also work on getting the numbers of former ships that have been restored and had programming created around them. Susan suggested that the pitch be made to non-trustees or people that are not immediately involved with the CWM and have pre-existing background knowledge.** The pitch could benefit from a separate group of people that offer suggestions from a different perspective. These people should still be business-type individuals.

**Nat will also make the pitch at the next CWM meeting.** The PowerPoint will be available in two days but, the video is going to take a bit longer due to technical problems. The script for the video has been written and can be read at the next pitch.

1. On November 4, 5, 6 the public phase of the restoration will be kicked-off with a large celebration of the Morgan becoming a part of the local community 70 years ago. This will be a very public engagement. **The Local Community Group, led by Cyril Field and Melinda Carlisle, will work to create a community fundraising effort in the Stonington-Mystic area as well as the New London area. They want to be able to announce that they have raised $500,000 and ask others for their help in reaching their end goal.**

The public phase of the CWM restoration should start with the birthday celebration in July and carry the excitement to November 4, 5, 6. **This three day event should garner a great deal of attention, recognition, support and excitement within the community. The group should think of ways to make the event a big deal and also to attract media attention.** *The Day* has agreed to publish a call for eyewitness accounts and collect them for the MS. The MS is also looking for other eyewitness accounts.

Shannon has been working to establish the conditions on board so that they can be well represented to the individuals who are considering going on the CWM voyages. The MS should be careful when explaining the conditions of the voyage to donors, etc. There are physical requirements on board that may prevent some individuals from coming. There are also limited bathrooms, sinks, and bunk space. **When the conditions have been established- Erin and Shannon will work to create a document that clearly states the amenities and conditions.** **Shannon will also present a bunk layout at the next meeting with an estimate of the number of people that can be on board.**

**Susan suggested that the MS should get ahead on developing a process to determine who will be able to come on the voyages in addition to the crew and donors. Should there be a lottery for the left over spots?** Susan suggested a lottery system- in which individuals would write an explanation as to why they feel they should be allowed to go on the CWM- and a name would then be chosen at random. The MS must be careful to consider donor expectations that are spending a large amount of money and may not feel others onboard have contributed adequately. **For the next meeting- think of selection processes and categories of people who should be able to come aboard.**

**Dana suggested when speaking publically about the voyage- we should explain that no one has a spot yet as there have been no assignments made.** In addition Sarah explained that making sure to speak publically- early, often and clear will help with confusion as everyone wants to go and has certain expectations.

Last, Matt mentioned that he had recently met with the Mayor of New Bedford who seemed very enthusiastic about the CWM project. He is well respected in the New Bedford community and although his term runs out soon he will absolutely still be involved and encourage the community to remain involved as well.

***The next meeting will be April 22, 2011.***

***In the next meeting we will discuss ideas for the November celebration, possibly hear the Bank of America pitch, and brainstorm selection processes for the CWM voyages.***